

RECEIVED
CENTRAL FAX CENTER

SEP 11 2006

PATENTS

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|-----------------------|------------------------------|---|------------------------------|
| In re Application of: | Nick Steele et al. |) | |
| | |) | Art Unit: 2168 |
| Application No.: | 09/933,567 |) | |
| | |) | Examiner: Greta Lee Robinson |
| Filing Date: | August 20, 2001 |) | |
| | |) | Confirmation No.: 7300 |
| Title: | Branding And Revenue Sharing |) | |
| | For Facilitating Storage, |) | Atty. Docket: 07258.105002 |
| | Management And Distribution |) | |
| | Of Consumer Information |) | |

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION WITH A REQUEST FOR
CONTINUED EXAMINATION UNDER 37 C.F.R. § 1.114**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

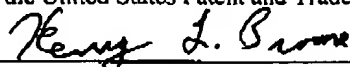
In response to the Advisory Action mailed on July 21, 2006, and in connection with a Request for Continued Examination (RCE) filed herewith, Applicants submit the following amendments and remarks for the Examiner's consideration. Applicants also submit herewith a petition and the required fee to extend the due date for this response to September 11, 2006.

Amendments to the claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the central facsimile number 571-273-8300 at the United States Patent and Trademark Office on September 11, 2006.



Kerry L. Broome, Reg. No. 54,004